

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

JKU Business School

May 2026

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Purpose	10
5. Values	12
6. Teach	15
7. Research	24
8. Partner	28
9. Practice	30
10. Share	33

About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*”

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about JKU Business School, including key details and basic institutional data.

Mission

Crafting Futures.

Inspire – We inspire curiosity, drive innovation, and cultivate critical thinking.

Empower – We empower learning, encourage discovery, and strengthen societal engagement.

Connect – We connect Linz to the world.

The mission of the JKU Business School closely reflects the life and scientific achievements of Johannes Kepler. Kepler's relentless pursuit of knowledge and commitment to understanding the universe empowered him to challenge existing theories. Similarly, our institution empowers students and organizations by equipping them with the competencies to create meaningful change.

The JKU Business School's mission aligns with Kepler's commitment to empowerment, positive change, and societal impact by fostering a spirit of inquiry, innovation, and empowerment to continue Kepler's legacy of contributing to a better future for all.

Vision

The following vision statements make up the essence of the JKU Business School:

- We are a regionally embedded academic hub with an international orientation.
- We stimulate a tight discourse and connection with the world of practice.
- We enhance connections across disciplines in management-relevant research and teaching.
- We foster socially responsible and entrepreneurial thinking and practice in individuals and organizations.


This vision especially highlights the nature of the Business School as a hub between research, teaching, and practice, and is grounded in the region of Upper Austria. We aspire to connect to the international world of academia and practice and to contribute to the development of an international community. The connections to be forged also extend to different fields of research, and interdisciplinary research based on a strong multi-disciplinary university is a key component in creating impactful and relevant research and teaching. The Business School puts special value on socially responsible and entrepreneurial thinking and practice as a key component on individual and organizational levels. It is understood as both critical thinking and analysis, but also active and innovative as well as risk-taking behavior.

Graduates & Enrollment

2025 Statistics	Number
Graduates	386
Faculty & Staff at the University	4402
Faculty & Staff at the Institution	352
Student Enrollment at the University	22778
Student Enrollment at the Institution	3129
Undergraduate Attendance	1795
Masters-Level Postgraduate Attendance	1334

Degrees Offered



Bachelor Programs


 Bachelor of Science (B.Sc. or B.S.)

Masters Programs

 Master of Science (M.Sc. or M.S.)

Undergraduate Degree Programmes

 BSc Business Informatics  BSc International Business Administration

 BSc Business Administration

Masters Degree Programmes

- 📖 MSc Economic and Business Analytics 📖 MSc Finance and Accounting
- 📖 MSc Leadership and Innovation in Organizations 📖 MSc Global Business - Canada/Taiwan
- 📖 MSc Global Business - Canada/Peru 📖 MSc Management
- 📖 Double Degree General Management Austria/France
- 📖 Double Degree General Management Austria/Taiwan 📖 MSc Business Informatics



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Definition of Purpose

At JKU Business School, Purpose means inspiring and empowering future leaders to drive responsible innovation and societal impact. We foster sustainable ecosystems through research-led education and strong ties to practice.

Institutional Engagement

0% - 25% of faculty at JKU Business School actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

At JKU Business School, our values drive us: curiosity fuels discovery, collegiality shapes collaboration, entrepreneurship sparks bold ideas, and connection amplifies our impact. We place utmost importance on advancing social responsibility, while embracing sustainability as an integral part of responsible leadership.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization

Student Awareness

0% - 25% of students at JKU Business School are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at JKU Business School actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Sustainability – a key component of the JKU - Maria Buchmayr, Head of JKU's Office of Sustainability

Sustainability – a key component of the JKU

Contribution by Maria Buchmayr, Head of JKU's Office of Sustainability

Any forward-looking approach in today's world must inevitably feature sustainability. "The social dynamics that were already shifting toward climate action and sustainability have been further accelerated by social movements in recent years. Given the university's pioneering role in paving

society's path toward the future, the JKU intends to apply its diverse scholarly expertise to sustainable development as a means of addressing the global climate crisis and its threat to vital resources." (JKU Strategic Development Plan, p. 52)

As centers for research and scholarship, and as places of education for future generations, universities bear a particular responsibility for addressing the great challenges of the future. This applies to all areas of a university, from research and scholarship to teaching and education. It means raising awareness among students – those who will carry the concept of sustainability into the future – and encouraging research and scholarship across all faculties to become a driving force for sustainable development.

But the principle of sustainability is also central to the JKU as a physical location. With its university campus situated within a residential area in Linz, the JKU has the potential and the obligation to be a center for sustainability. A place that, instead of being an isolated entity that tolerates little interaction with its surroundings, strives to foster lively exchange and new encounters.

Mission 2030. The Johannes Kepler University Linz has committed to becoming climate-neutral by 2030. The primary focus of this endeavor is on student and employee mobility and improving the energy efficiency of the processes and buildings on campus while taking a holistic view of the campus, its people, and its surroundings. But becoming climate-neutral is just one of several pillars of the JKU's sustainability portfolio that also includes measures including creating more green spaces and encouraging biodiversity on campus, implementing green meetings and events, and shifting waste management towards circular practices. The JKU is a place of work, research, study, and well-being for employees and students alike, and as such it serves as a role model for other universities across the country.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teach

We create transformative learning experiences where responsible management, critical thinking, interdisciplinary innovation, and entrepreneurial spirit are built into every curriculum – ensuring students develop critical, entrepreneurial, and socially responsible mindsets ready to address complex global challenges.

Courses that support RME

JKU Business School reports 11 courses in 2025 that support responsible management education and sustainable development goals.

Introduction to Marketing Management - Christiane Steinlechner

| 973GMCCIMMK23

The course is designed to convey current theory with respect to “Marketing Management”. A strong focus is on decision making throughout the different phases and challenges of a company in different industries. Students will be guided to applying this knowledge by discussing various real-life cases. Indicative content in the context of channel management in a digital environment includes:

- Locating Marketing within the general management of an organisation, e.g. Development of the Marketing understanding and Linking Marketing to other business functions
- Understanding markets and customers, e.g. markets, consumer behaviour and segmentation
- Creating value propositions, e.g. products and services
- Price decisions, e.g. willingness to pay, price demand functions and price elasticity
- Sales and channel decisions, e.g. sales entities, multichannel management and channel integration
- Communication decisions, e.g. communicating superior value and communication channels
- Process and customer contact point decisions, e.g. customer participation, process management, capacity and demand management
- Relationship Marketing, e.g. customer satisfaction and loyalty, complaint and recovery management

Preparedness to apply marketing management to different business situations.



Responsible Leadership and Change Management - Claudio Biscaro

| 986CABUCBRK24

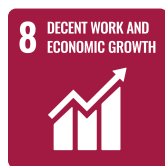
This course aims at - discussing current topics in the fields of leadership and change management. - understanding the role, the importance, and the limits of leadership. - equipping students with a solid theoretical foundation to address and diagnose organizational problems concerning leadership and organizational change. - providing students with tools for the analysis of organizational problems. -

supporting students to apply different theoretical lenses to address problems. To understand organizational change, one needs to understand what organizations are made of: their social structure, organizational and social identity, but also rules and routines. These aspects play an important role in any attempt to change organizations. Therefore, this course provides a basic understanding of organizations, before moving into more specific topics on how to trigger, mobilize, and lead change. Through the study of cases and the presentation of different theories of change, students will learn how organizational change can unfold and how it can be affected by dynamics that are internal to organizations and others that are external to the organizations. The course will provide the tools to become an effective change agent. Some of the theories and theoretical concepts covered: - Continuous vs episodic change - Psychological safety - Ambidexterity - Leadership styles - Politics and power in the workplace - Social and cognitive networks - Organizational inertia



Gender Aspects in Economics - Doris Weichselbaumer | 971GASEGAEK22

The students know and understand central theories and empirical findings of Gender and Feminist Economics (e.g. models of the household, care economics, gender in labor markets). They are able to reproduce and explain them in their own words. The students know the current core topics on the effects of gender in economics from the field of Gender/Feminist Economics and Women's and Gender Studies.



Business Models and the Impact of Digitalization and Sustainability - Georg Reischauer

| 973STIMBMDS24

This course aims to provide a conceptual and practical foundation regarding business models, focusing on the impact of digitalization and sustainability on business models. There is a specific focus on the academic development of this research field – including its history – definitions which significantly developed the theory and set the foundation for practical implications. Beyond business models, the topic of business model innovation is an additional element in understanding the overall concept of business models. In terms of a practical application, students (group assignment) are asked to develop an innovative business model in the context of digitalization and sustainability based on their acquired theoretical knowledge. Constant feedback from peers and the lecturer ensure the adoption and critical thinking of business model innovation based on a practical approach. In this regard, state-of-the-art tools are grounded in theory and applied in the practical context. The final

results of this endeavor is presented in a final presentation at the end of the semester. The lecturer uses state-of-the-art technologies and digital didactic tools. The content is presented actively by the lecturer as well as interactive elements are included. Teamwork is enabled by group assignments and ad-hoc discussions. Students have the possibility to actively engage in business model innovation and tap into their entrepreneurial mindset. Furthermore, the group assignment allows students to discuss and reflect on their findings at the group level. Additionally, feedback in class and by the lecturer is provided to enable further learning progress.

Students who completed the course Business Models and the Impact of Digitalization and Sustainability gain the knowledge and tools to develop sustainable start-ups and drive the digital and green transformation of established companies. By integrating insights from both digital innovation and sustainability, they are equipped to lead the twin transition- a new strategic imperative that combines digitalization with sustainable development to create future-ready business models.



Ethik: Auswirkungen unternehmerischen Handelns - Johannes Thaller

| 515AUHEETHU20

- Students should reflect on the impacts of entrepreneurial actions. - Students should become familiar with ethical principles and learn how these can serve as orientation for entrepreneurial activities. - Students should recognize connections between ethics and business and reflect on possible conflicts between ethics and business in everyday business life. - Students will understand the basics of economic and business ethics.

Competencies: Students can reflect on the effects of business action and assess ethical challenges on the basis of normative principles. Knowledge: Students can explain key concepts of normative ethics. Students can explain the basics of business ethics as well as selected concepts and theories of business ethics. Students can explain the importance of ethics for business action. Skills: Students can identify and analyze ethical challenges in business action in a differentiated manner. Students can apply normative principles of ethics to real-life business problems. Students can discuss specific ethical issues or problem areas in groups and present structured proposals for solutions. Students can use the fundamentals and principles of business ethics as a guide for business action.



ESG (Environmental, Social und Governance) in Finance - Eva Wagner

| 979VFINESGK25

Der Kurs vermittelt Kenntnisse über die grundlegenden Konzepte von ESG (Environmental, Social und Governance bzw. Corporate Social Responsibility (CSR). Dabei wird ein umfassendes Verständnis dafür entwickelt, wie ESG-Faktoren bei den finanziellen Entscheidungen von Manager:innen, professionellen Investoren:innen und Marktteilnehmer:innen wirken bzw. eingesetzt werden können. Die Studierenden vertiefen ihre Einsicht in den Zusammenhang zwischen ESG und dem Unternehmensrisiko sowie dem finanziellen Erfolg. Sie werden in die Lage versetzt, den Einfluss von ESG auf den Unternehmenswert kritisch zu beurteilen. Der Kurs vermittelt zudem Kenntnisse im Bereich des Socially Responsible Investing. Die Studierenden erwerben die Fähigkeit, ihr erworbenes Wissen und ihre Kompetenzen auf reale Investitions- und Finanzierungsentscheidungen anzuwenden. Kursinhalte: 1. Definitionen sowie (theoretische) Konzepte von ESG (Environmental, Social und Governance) und CSR (Corporate Social Responsibility), 2. ESG-Reporting (bspw. im Bankensektor) und ESG im internationalen Vergleich, 3. ESG und Einfluss auf das Unternehmensrisiko, 4. ESG und Einfluss auf den Unternehmenswert bzw. den Shareholder Value, 5. ESG auf Portfolioebene/Socially Responsible Investing

Fostering a deep understanding of Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) principles in the context of finance.



Reporting in International Corporations - Shekerta Aliu | 514CGRIRICU21

This course focuses on the role of corporate reporting in supporting internal decision-making and control. Particular emphasis is placed on corporate sustainability reporting, considering its three dimensions: environmental, social, and governance (ESG) related issues and the main sustainability frameworks and standards (i.e., Global Reporting Initiative (GRI) standards, the Agenda 2030 for Sustainable Development with its 17 UN Sustainable Development Goals (SDGs), the Corporate Sustainability Reporting Directive, and the European Sustainability Reporting Standards). The course will also discuss the role of multinationality and its influence on the corporate reporting practices. By the end of the course, students will acquire practical skills for the interpretation of the ESG information contained in sustainability reports. Course objectives 1. Students understand the role of sustainability reporting in internal decision-making and control. 2. Students acquire knowledge about the main challenges and limitations associated with corporate reporting. 3. Students become familiar with the influence of multinationality on corporate reporting practices. 4. Students become familiar

with the main sustainability frameworks and standards to which international corporations are subject. 5. Students become familiar with the main environmental, social, and governance (ESG)-related information that international corporations can report on. 6. Students apply theoretical perspectives to interpret sustainability reporting practices. RME: The course objectives are in line with the educational mission and commitment of Johannes Kepler University Linz to address sustainability issues through education and practical application.

The aim of the course is to familiarize students with the topic of corporate sustainability reporting and to show them how international corporations contribute to sustainability.



Sustainable Management Accounting - Albert Traxler | 515MASUSTSK20

Students acquire knowledge of the conceptual basics of sustainable development and organizational sustainability, different approaches to integrating aspects of sustainability into organizational reporting, the instruments and mechanisms of sustainability management controls and their possible applications in the context of management control systems. In addition, the course uses practical application examples and case studies to train problem-solving skills and analytical skills with regard to sustainability management control issues. Course objectives • Students know and understand the conceptual basics of sustainable development, organizational sustainability and sustainable values as well as their interplay. • Students know and understand the functions and tasks of management controls in the context of implementing sustainability strategies and transforming the business model. • Students are familiar with the historical development of non-financial reporting. • Students are familiar with different approaches and concepts for integrating aspects of sustainability into organizational reporting and acquire the ability to use the information collected, processed and analyzed in the course of reporting as a basis for decision-making in the context of organizational sustainability issues. • Students are familiar with sustainability management control instruments and mechanisms and their possible applications in the context of organizational management control systems and can develop design suggestions for sustainability management controls. RME: The course objectives are in line with the educational mission and commitment of Johannes Kepler University Linz to address sustainability issues through education and practical application.

The aim of the course is to familiarize students with the topic of sustainability management control and to show them the relevance of the contribution of companies to achieving sustainable development with the associated opportunities and challenges.



Bachelor Seminar on Sustainability Management - Dorothea Greiling, Philumena Bauer

| 515WIARBASS20

Students should be able to: • develop and define a scientific problem in the context of sustainability management, and justify its relevance, • derive the objective of the bachelor thesis and the underlying research question(s) from the problem, • present the current state of research in broad terms, • select conceptual foundations and theories in the context of sustainability management and justify their relevance, • select and justify the methodological approach (quantitative or qualitative research methods) and the object of investigation for exploring the research question(s), • present the bachelor thesis. RME: The course objectives are in line with the educational mission and commitment of Johannes Kepler University Linz to address sustainability issues through education and practical application.

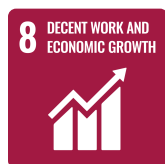
The aim of the course is to support students in developing and solving a scientific problem in the context of sustainability management with methodological rigor.



Soziale Auswirkungen der IT - Hermann Sikora | 526SGAISAU14

The revolution in computing and communication technologies in the last decades has led to numerous changes in our society. In this course, we describe how information technologies impacts everyday life. Also, we describe the global influence of these changes on society altogether. Social and ethical problems on individual, organizational and societal level are discussed in-depth.

Competencies: Students are able to scientifically justify the social effects of the increasing spread of information technology, digitalization and digital transformation on society and derive appropriate action from this.



Sustainable Entrepreneurship Principles - Florian Köhne | 973SECESEPS24

The seminar aims to provide a fundamental understanding of sustainable entrepreneurship in theory and practice. Students will be enabled to identify and analyze intricate societal challenges and critically evaluate the opportunities and constraints of entrepreneurial organizing to generate solutions for sustainable change on local and global scales. The central pillars of the syllabus are: • Design

Thinking (zooming in on micro-level sustainability challenges of individuals and organizations) • Systems Thinking (zooming out to the macro-level embeddedness and interconnectedness of sustainability challenges) • Future-making (constructing projected and imagined futures) • Market opportunity creation (for sustainable entrepreneurship concepts, together with external organizations) • Creative Journal Club (in which students critically discuss the latest research on various topics related to sustainable entrepreneurship in a creative manner) The topics of the journal club are as follows: 1. Grand Challenges & Wicked Problems 2. Entrepreneurial Organizing in Times of Crisis 3. Sustainable Business Model Innovation 4. Unicorns and other Fairy Tales 5. Collective Entrepreneurship 6. Activist Entrepreneurship 7. Destructive Entrepreneurship 8. Entrepreneurial Fraud & Deviance 9. Stigma Management 10. Corruption and Entrepreneurship 11. Entrepreneurialism 12. Entrepreneur's mental health and wellbeing

The course enables students to develop the capacity to address current and future societal challenges across micro, meso, and macro levels of sustainable entrepreneurship. This is achieved through an integrated application of design thinking, systems thinking, and future-making methodologies.



Teaching Awards

In 2025, 1 award was given to faculty and educators at JKU Business School.



Kepler Award for Excellence in Teaching 2025 - Best Practice Category - Iris Groher

Granter: JKU

Grantee: Iris Groher

Award Description:

The JKU Kepler Award for Excellence in Teaching category for Best Practice recognizes innovative and effective educational concepts used in JKU courses, with three awards presented annually. It highlights teaching models that enhance student participation, such as hybrid formats or interactive elements, and was awarded to Iris Groher for the concept of her course "Praktikum Software Engineering".

Educator Recognition

At JKU Business School, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Annual teaching excellence awards
- ❖ Student-nominated teaching awards

Barriers to Innovative Curriculum

In 2025, JKU Business School identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Budgetary limitations
- ❖ Compliance and legal concerns
- ❖ Overloaded faculty
- ❖ Resource allocation challenges

Barriers to Innovative Pedagogy

In 2025, JKU Business School identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Change resistance
- ❖ Faculty resistance
- ❖ Institutional culture
- ❖ Overloaded faculty



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

We push boundaries with research that is rigorous, relevant, and responsible, focusing on impactful and interdisciplinary research that tackles challenges like digital transformation and sustainable development. In our efforts to shape better futures for business and society, we advance knowledge that inspires responsible management and addresses real-world societal and environmental challenges.

Research vs Research for RME/Sustainable Development

91 Peer-reviewed articles were published by JKU Business School from this past calendar year. **vs** **22** Peer-reviewed articles were published by JKU Business School from this past calendar year in support of RME.

Research Funding

In 2025, JKU Business School was awarded funding for research that is:



Local



Regional



National



International

Socializing Research

In 2025, JKU Business School contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Research collaborations
- ❖ Social media and digital outreach

Research Awards

In 2025, JKU Business School was awarded 5 research awards for responsibility- and/or sustainability-related research.

Corporate Finance Master Award - Xaver Mitter

Granter: JKU - Department of Corporate Finance

Grantee: Xaver Mitter

Award Description:

With its award, the department recognizes outstanding master's theses written at the Department of Corporate Finance. Xaver Mitter was granted the award for his master's thesis titled "Critical Analysis of the Methodology and Presentation of ESG Ratings".

VKB Science Award - Anna Gappmaier

Granter: VKB

Grantee: Anna Gappmaier

Award Description:

The VKB Science Award (VKB-Wissenschaftspreis) recognizes outstanding research, such as dissertations or master's theses, that enhances understanding in banking, finance, cooperative systems, and risks associated with family-run SMEs. Anna Gappmaier received the award for her dissertation titled "The Influence of ESG on Credit Risk: An Analysis of European Corporate Bonds".



Best Paper in Session at ICNS 2025 (Session 1C - Decision Making Systems) - Christoph Georg Schütz, Sebastian Gruber, Tobias Harzfeld

Granter: Integrated Communications, Navigation and Surveillance Conference

Grantee: Christoph Georg Schütz, Sebastian Gruber, Tobias Harzfeld

Award Description:

The Integrated Communications, Navigation, and Surveillance (ICNS) Conference is a premier international aviation event focusing on technology, research, and policy for next-generation Air Traffic Management (ATM). Held annually, it brings together experts to explore advancements in CNS systems, ensuring safe, efficient, and sustainable aviation through integrated satellite and automated technologies. At the conference, Christoph Georg Schütz, Sebastian Gruber, and Tobias Harzfeld received the honor of best paper for their work titled "Towards Conformance Criteria for Ensuring Fairness Among Airspace Users in Collaborative Optimization of Flight Lists in Air Traffic Flow Management".



EURO Prize for OR for the Common Good (EPOCG) - Sophie Parragh, Xenia Haslinger

Granter: The Association of European Operational Research Societies

Grantee: Sophie Parragh, Xenia Haslinger

Award Description:

The EURO Prize for OR for the Common Good (EPOCG) is an award from the Association of European Operational Research Societies (EURO) that recognizes outstanding work using operations research (OR) to solve social-oriented problems. Sophie Parragh and Xenia Haslinger were granted the award for their project "Zero Emission Mobility Salzburg".



Mariano Corso Best Practical Implications Award - Melanie Wiener

Granter: CINet Conference

Grantee: Melanie Wiener

Award Description:

The Mariano Corso Best Practical Implications Award is a CINet (Continuous Innovation Network) conference paper award given to the paper judged to have the strongest practical implications. Melanie Wiener received the award for the paper "Firms Under Pressure: Open Innovation as a Path to Circular Economy".



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

We build bridges between academia, business, government, and society. Through partnerships rooted in curiosity, collaboration, and mutual growth, we advance responsible leadership and tackle today's real-world challenges together.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ European Campus of City-Universities

Student Organization Partnerships

- ❖ Muslim Student Association
- ❖ AIESEC Linz
- ❖ Department for Climate Protection and Sustainability (Austrian National Union of Students)
- ❖ Department for Cultural Affairs (Austrian National Union of Students)
- ❖ Department for Women, Gender and Equal Opportunities (Austrian National Union of Students)
- ❖ Erasmus Student Network (ESN)
- ❖ European Campus of City-Universities (EC2U)



Practice

We adopt responsible and accountable management principles in our own governance and operations.



How We Define Practice

We lead by example: embedding responsibility, ethics, and bold entrepreneurial thinking into how we govern, operate, and innovate – creating a vibrant, sustainable Business School community.

Institutional Policies and Practices

- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Ethical data sourcing guides
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Professional training opportunities
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides

Policy Documents Related to RME and/or Sustainability

JKU's RME Policies_2026

[View document !\[\]\(51fa12e9938db9b91c0132320af2b84a_img.jpg\)](#) [Download document !\[\]\(2d22a36b2ec13342c1aff0746e6233df_img.jpg\)](#)

Practice Awards

In 2025, JKU Business School received 2 awards for responsible and/or sustainable practices.



Kepler Award for Science Communications - Christoph Teller, Ernst Gittenberger

Granter: JKU

Grantee: Christoph Teller, Ernst Gittenberger

Award Description:

The JKU Kepler Award in Science Communications honors researchers and staff for exceptional commitment to bringing science and research to the public.

klimaaktiv GOLD - House of Schools 1

Granter: Austrian Ministry of Innovation, Mobility, and Infrastructure (BMK)

Grantee: JKU Business School

Award Description:

The klimaaktiv seal of quality is presented to eco-friendly buildings in Austria that meet the highest quality standards in terms of planning and realization, building materials and construction, as well as key aspects relating to the building's level of comfort, indoor air quality, and energy efficiency.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



How We Define Share

We actively share insights, experiences, and lessons across our networks and communities, promoting collective learning and best practices in responsible management education for educators, students, and partners.

Engagement Opportunities

JKU Business School offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Partnerships with local organizations
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

JKU Business School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Faculty and staff
- ❖ Government and policy makers

SIGNATORY

JKU Business School



Address

Altenberger Strasse 69

Austria